

### **3.1. Present each town in the context of its surroundings**

This Strategic Action strengthens Montana's tourism product development and marketing efforts.

#### **Recommended Tactics**

##### **MTOT, Regions –**

- » Clearly show the geographic location of each town in visitor information to help orient the visitor.
- » Clearly show each town within a meaningful context of nearby towns, transportation, public lands, and icons of "spectacular, unspoiled nature" in visitor information to facilitate the planning of multi-destination trips.

##### **CVBs, Communities, Tribes, Businesses & Organizations –**

- » Ensure that local visitor information clearly identifies the location of the community in Montana to help orient the visitor.
- » Ensure that local visitor information clearly identifies the nearby towns to facilitate the planning of multi-destination trips that include more time in your area.
- » Ensure that local visitor information clearly identifies all nearby public lands and offers information (directly or through links) regarding access points and the attractions, assets, and activities available there. This facilitates planning of a full itinerary and promotes a longer stay.
- » Ensure that local frontline staff can offer information and knowledge regarding experiences available in the surrounding area. This promotes the use of your community as a gateway and encourages a longer stay.
- » In local visitor information, add local insights and recommendations to the public lands inventories: e.g., favorite hikes or places to float, picnic, or watch the sunset; where to see wildlife or wild flowers; or local news articles highlighting favorite places.

#### **Indicators of Success**

- » In all visitor information each town is easily placed on a map, and in the context of surrounding towns, icons, public land access points, transportation and other visitor points of interest.
- » Visitor information includes local insights regarding access and activities on nearby public lands.

#### **Background & Rationale**

Making the relative locations of towns, activities, and outdoor spaces easy to see is key to helping the visitor with *orientation* and with building an itinerary.

The Montana Brand promises relaxing hospitality to go along with the visitor's exhilarating experiences. The visitor needs the relative location of towns, activities, and outdoor locations in order to plan an itinerary that combines both aspects of the promised experience.

This integration of comfort and experiences so that visitors can include both in their itinerary also provides reassurance that any necessary services or amenities are available and that the natural wonders are easily accessible. The overall effect is to reduce the perceived riskiness of Montana as a destination, encouraging selection of the state and facilitating trip planning.

Presenting the town within the context of its surroundings greatly enhances the visitor's perception of an integrated and balanced whole and helps the visitor to start visualizing their own trip.

By providing local insights and recommendations regarding access and activities on nearby public lands, the authenticity of the Brand is reinforced and the visitor begins to form a connection to the gateway town.